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FOOD INFORMATION CALENDAR

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Reserve
KICKOFF, 1947 GOALS AND PRICE PROGRAM. . . . N. E. Dodd, Under Secretary of Agriculture, set the stage for the 1947 production goals and price program at an organizational meeting of chairmen (Directors of PMA commodity branches) and secretaries of the commodity committees, in Washington May 22. The group devoted itself to consideration of procedure for carrying out the responsibilities of the commodity committees in production goal and price support activities as outlined in Secretary Anderson's Memo. No. 1161, just released.

Memorandum No. 1161 outlines responsibility in production goals and price support activities for the 1947 program briefly as follows: PMA has primary responsibility for leadership but full participation by other agencies, offices, and bureaus of the Department will be essential. . . The Administrator of PMA will develop procedures, [including a time schedule] and establish committees to formulate recommendations on goals and price programs. [These will include commodity committees for initiating recommendations and a coordinating committee to review them]. . . The Administrator is instructed to include representation on the committees from appropriate bureaus and agencies. . . The Secretary of Agriculture will make final decisions on goals and price programs after they have been referred to the Policy and Program Committee for Department-wide review. Department proposals will then be sent to the State USDA Council for consideration in the States.

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AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . May 16, both houses received the President's re-organization plans establishing ARA on a flexible basis, transferring USDA minerals to Interior with protective provisions, transferring WFA functions to the Secretary of Agriculture, transferring credit unions to FDIC, making NEA permanent, combining the Grazing Service and the General Land Office, etc. The House passed the Interior Department appropriation bill. May 17, both Houses agreed to the conference report on the federal pay bill (ready for the President). The House Agricultural Committee reported a bill to continue federal operation of the agricultural conservation program. The Senate agreed to a conference report on the bill to continue the Farm Bankruptcy Act. May 20, the House received the conference report on the school lunch bill. The House passed a bill to provide a two-year statute of limitations regarding U. S. laws for which a specific statute of limitation has not been enacted. The Senate Finance Committee reported a bill to extend the period during which alcohol plants may produce sugars and syrups.

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SOUTHERN EXTENSION WORKSHOP. . . . An Extension publications' improvement workshop for members of the Alabama State extension staff, extension editors from other Southern States, and Southern farm paper editors will be held at the Alabama Polytechnic Institute, Auburn, Alabama, May 27 through May 31. Specialists in the several fields will speak and conduct workshop groups on simplified writing, typography and layout, circular letters, news stories, the use of readability formulas, readership surveys, and the promotion and distribution of extension publications. The workshop is being held through the cooperation of the Extension Service of Alabama Polytechnic Institute and the USDA Extension Service.

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FIGHT AGAINST INFLATION CONTINUED. . . . The Advertising Council has allocated the weeks of May 27 and June 24 for radio coverage of its continuing campaign against inflation. It has just issued a revised radio fact sheet as a basis for sponsored radio messages placed by the Council. If extension of price ceilings is approved, the week of July 22 will also be allocated for messages on inflation.

According to the fact sheet, the threat of serious inflation followed by disastrous depression is greater today than at any time during the war but "We can win the fight against inflation if we resist inflationary pressures until the supply of goods catches up with the demand." What the individual can do to help prevent inflation is stressed in the campaign.

For copies of the fact sheet or further information about radio coverage of this campaign, write the Advertising Council, 1010 Vermont Avenue, N. W., Washington, D. C., or its Radio Division office at 11 West 42nd Street, New York 18, N. Y. The Council sponsors various public service programs.

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OUT TEXAS WAY. . . . A "Save the Soil and Save Texas" program is being conducted in 13 soil conservation districts comprising 30 counties in the vicinity of Fort Worth. Secretary Anderson has accepted an invitation from the Ft. Worth Press to participate in Soil Conservation Day at Ft. Worth, June 1, at which \$2,500 in cash prizes and other forms of recognition will be given to the outstanding soil conservation district, community (or soil conservation group) and individuals taking part in the program. Ninety-five cash prizes, amounting to \$500, will be awarded high school participants in an essay contest on the subject, "What Soil Conservation Means to My Community."

The Texas Soil Conservation Board, the U. S. Soil Conservation Service, and interested business institutions are cooperating in the "Save the Soil and Save Texas" program. Plans are being made to establish this program on an annual basis and to observe Soil Conservation Day about June 1 of each year.

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CCC DIRECTORS AND OFFICERS. . . . Under Secretary Dodd's Memo. No. 1118, Sup. 8, announces the new setup of CCC Board of Directors as follows: The Secretary of Agriculture, Chairman, the Under Secretary, the Assistant Secretary, and these PMA officials--the Administrator and the Deputy Administrator, the Assistant Administrators, the Director of Price, and the Director of the Field Service Branch.

CCC officers are now as follows: President, PMA Administrator; Vice Presidents, the Deputy Administrator and the Assistant Administrators of PMA; Treasurer, the Director of PMA's Fiscal Branch; and Secretary, the Director of PMA's Budget and Management Branch.

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RECENT USDA PUBLICATIONS. . . Your Job As a Work Leader, AIS-49, 8-page folder; Youth Learns and Earns While Helping on Farms with the Victory Farm Volunteers, AIS-50, 4-page folder; Youth Can Help, AIS-51, 6-page folder; Descriptions of and Key to American Potato Varieties, Circ. No. 741, 50 p.; Prewar World Production and Consumption of Plant Foods in Fertilizers, Misc. Pub. No. 593, 56 p.; and Questions and Answers on Government Inspection of Processed Fruits and Vegetables, Misc. Pub. No. 598, 26 p.

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EEAC REPORT. . . . The broadened scope of extension work and its cooperative educational nature are emphasized in the report made by the Extension Editor Advisory Committee at the conclusion of its five-day meeting here last week with USDA representatives. The report stressed Extension's responsibilities to farm people on the one hand and to State and Federal agricultural programs on the other hand.

Members of the EEAC committee, all State extension editors, who attended the meeting and helped prepare the report are: Lisle Longsdorf (Kansas), chairman; C. R. Elder (Iowa), Marjorie Arbour (Louisiana), E. H. Rohrbeck (Pennsylvania), T. R. Johnston (Indiana), G. O. Oleson (Massachusetts), J. F. Cooper (Florida), and Louis True (Montana).

Other gleanings from the reports made by the visiting editors are: There is a need for continued full Extension information support of national agricultural programs, but such information is more effective when it is based on local conditions and presented in terms that farm people can understand. . . . Extension handling of information on USDA programs would be improved if it were based on procedures mutually agreed upon by each State Extension director and State or regional head of the USDA agencies concerned.

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ANOTHER USDA MOVIE. . . . Prints for the Department movie, "Freezing Fruits and Vegetables," have just been sent to State Agricultural Extension Services and to regular USDA film depositories. It is a 16 mm., natural color, sound picture. It tells in 15 minutes the step-by-step story of freezing fruits and vegetables in home freezer or in commercial locker plants. Methods for corn, broccoli, strawberries, and peaches are specifically illustrated. This picture was made under the supervision of BEN&HE specialists. AIS-48, a recent booklet of the same name, is suggested for distribution at each showing of the movie.

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PRODUCTION GOAL FIGURES. . . P. F. Aylesworth, Secretary of the Goals Review Committee, has just distributed to chairmen of the commodity committees on production goals and support prices a set of three tables showing the 1946 goals, and the goals, actual acreage and production of crops, and numbers and production of livestock for each year since 1942. This information was prepared from press releases and yearly handbooks for reference purposes. Single copies of these tables may be secured from Room 224 W, Administration Building, USDA, extension 3578.

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CCC LOANS ON HAY AND PASTURE SEEDS AGAIN. . . . Requirements for hay and pasture seeds are still above normal, and CCC non-recourse loans will again be available to producers of such seeds in 1946. Alfalfa, red and alsike clover and most other grass seeds are included in the 1946 program at 1945 rates. Prices for these seeds are generally well above the 1946 loan rates. Loans on eligible hay and pasture seed will be available through February 15, 1947.

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ASS'T SECRETARY BRANNAN will address the Colorado Stock Growers' and Feeders' Convention at Canyon City, Colorado, June 21.

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SOME USDA RELEASES. . . . Fruits and vegetables preserved in 1945, estimates from a BAE survey--1077; Hatchery Production report--1084; U. S. agricultural mission will start to China before July 1--1088; HERBERT HOOVER'S REPORT ON WORLD FAMINE SITUATION, at Chicago, May 17--1083; Canned salmon set aside under WFO No. 44--1097; Slight improvement in farm labor reported by Extension Service--1091; 1946 interim canned vegetable subsidy program--1094; Amendments to Florida citrus program offered--1096; World's 1945 peanut crop shows 6% reduction--1099; USDA strengthens meat, lard set aside provisions--1109; Hay and pasture seed loan program for 1946--1107; Secretary Anderson's address at opening session of FAO Conference, May 20--1111; Distillers grain use held down for June and July--1121; Method for making bakers' cheese from dried skim milk announced--1118; World demand for bananas likely to exceed supply for several years--1127; Combined Food Board announces allocation of peas and beans--1132; Delayed delivery of bonus wheat permitted where elevators are blocked--1138.

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OTHER RELEASES OF AGRICULTURAL SIGNIFICANCE. . . . Farm machinery prices increased--OPA-6477; Ceiling prices on evaporated milk increased (about 1 cent per 6-ounce can at retail)--OPA-6505; Frozen and canned spinach suspended from price control--OPA-6489; Maximum flaxseed prices increased 25 cents a bushel at all levels of sale--OPA-6490; Surplus barbed wire, tire tubes, prices for civilian sale--OPA-T-4540 and T-4542.

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YOU'RE NEEDED AGAIN, Help American Farmers Save the World from Starvation, is the theme of the farm labor fact sheet recently distributed. It was designed to cover conditions as of May 1 and to furnish background facts for the 1946 Farm Labor Program. This year national radio support of the program will not include recruiting but will be limited to "conditioning" the public for the State and county sponsored campaigns. One important change in the program from previous years is emphasis of local rather than national recruiting as the most effective way to secure help when and where it is most needed. The fact sheet lists posters, folders, and other information aids for the 1946 Farm Labor Program and tells where they can be obtained. Copies of the fact sheet may be secured from the Division of Extension Information, Washington.

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FAT SALVAGE AWARD. . . . Thos. E. Wilson, originator of the fat salvage campaign has been awarded the Medal for Merit by President Truman. This is the highest award given civilians for war service. Mr. Wilson is a Chicago business man and civic leader. Secretary Anderson presented the award to Mr. Wilson on May 22. Mr. Wilson planned and directed a fat salvage campaign in Chicago six weeks after Pearl Harbor. This inspired a national fat salvage program originally carried out by WPB but now by the Department of Agriculture. NOTE--fat salvage is as important as ever and the campaign is still on!

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"EXTRA CARE, EXTRA CASH," is the slogan on the cotton poster being sent out this week to Southern State Extension Services with a list of ginneries in each county. Two of the posters will be furnished each gin by county agents. This poster is distributed in cooperation with the National Cotton Council in an effort to improve the grade of cotton. This emphasizes point six of the 7-point Cotton Program for 1946--Pick and gin for high-grade cotton.

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